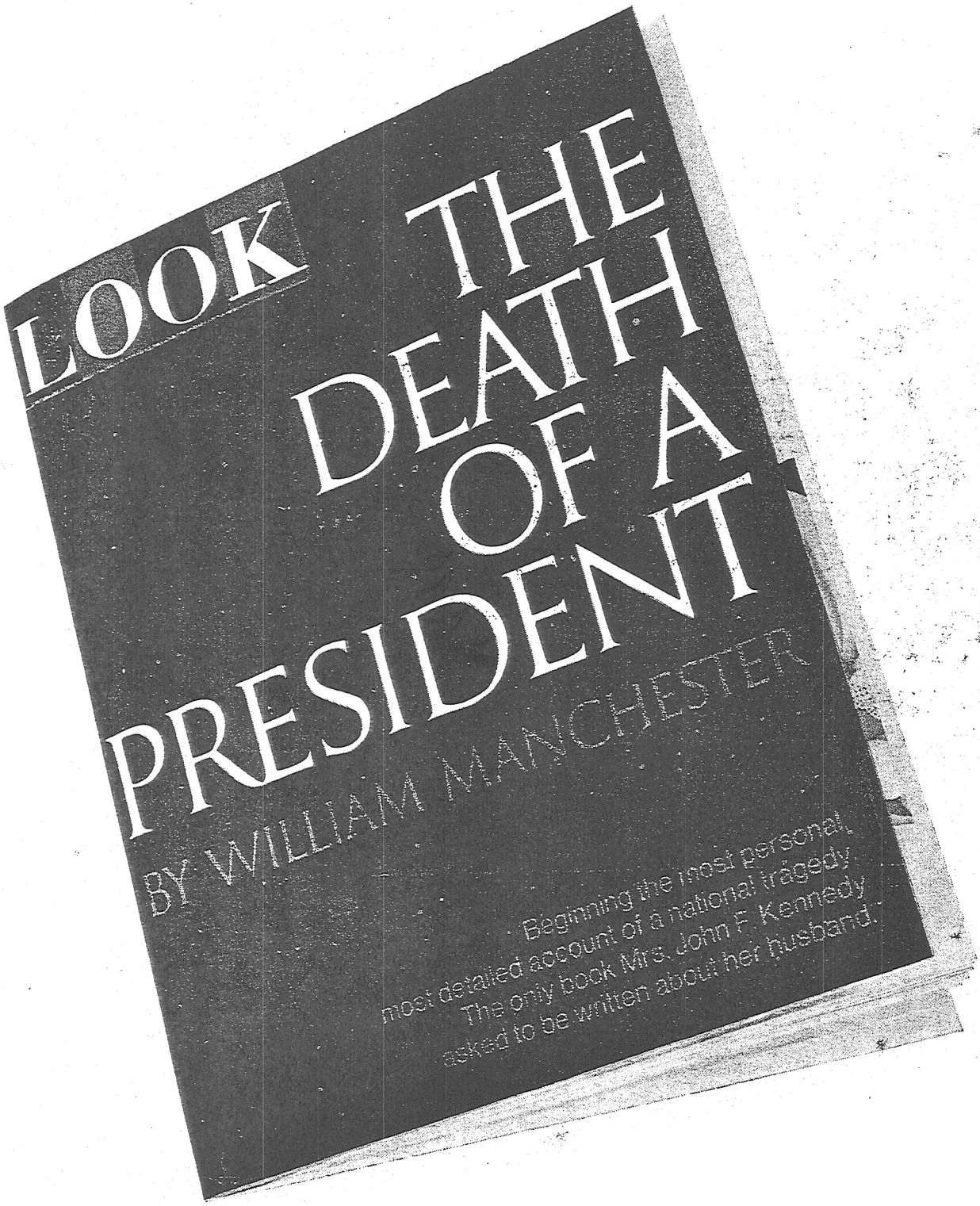
LOOK
THE DEATH OF A PRESIDENT
BY WILLIAM MANCHESTER
Beginning the most personal, most detailed account of a national tragedy. The only book Mrs. John F. Kennedy asked to be written about her husband.

In the next issue,

LOOK will present what the editors believe to be the most remarkable, human, and historic series we have ever published

This is the only book Jacqueline Kennedy asked to be written about her husband. She chose William Manchester to investigate and record the entire story of what happened in that harrowing week that is part of every American's memory. The story begins at the White House on November 20, 1963. It ends after John F. Kennedy's funeral five days later. It is an electrifying, heartbreaking and unforgettable account drawn from 1,000 interviews, revealing episodes and emotions never before made public—not on television, or on radio, not in any newspaper, magazine, book, or report. Mrs. Kennedy talked to the author for ten hours—about things she never discussed before or since.

President Eisenhower has expressed the wish to the author that such a personal, detailed investigation had been made following the assassination of Abraham Lincoln.